

Figure 1a. (Prior Art) Existing Product Development Process

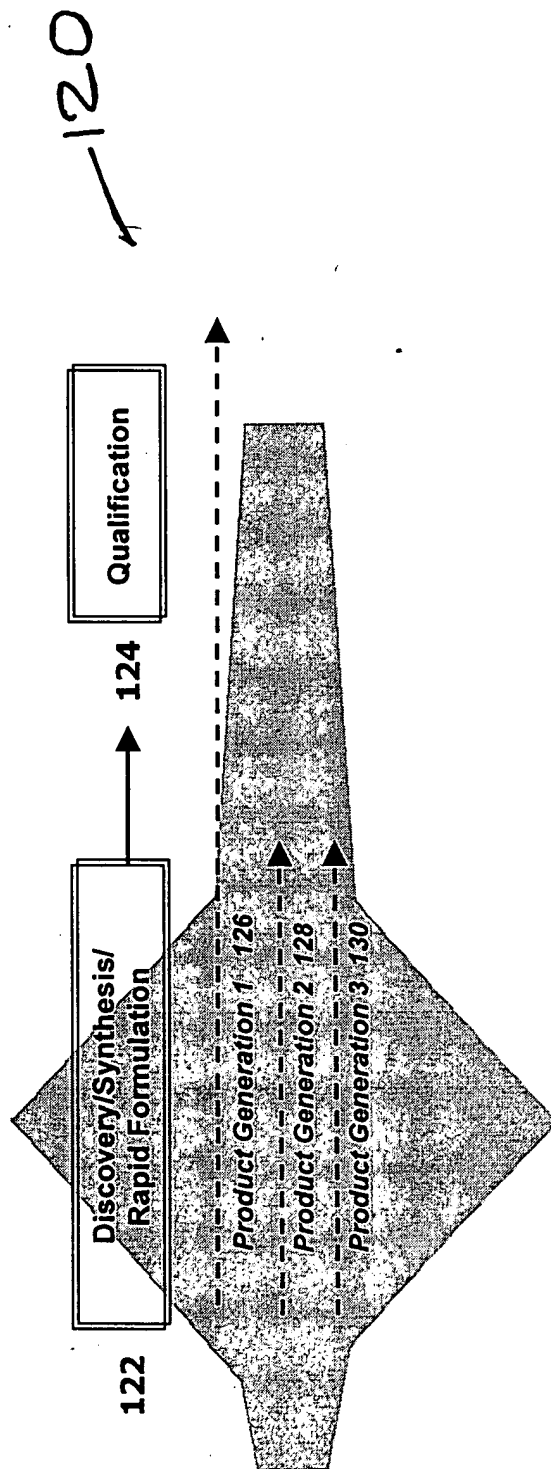


Figure 1b. Transformed Product Development Process

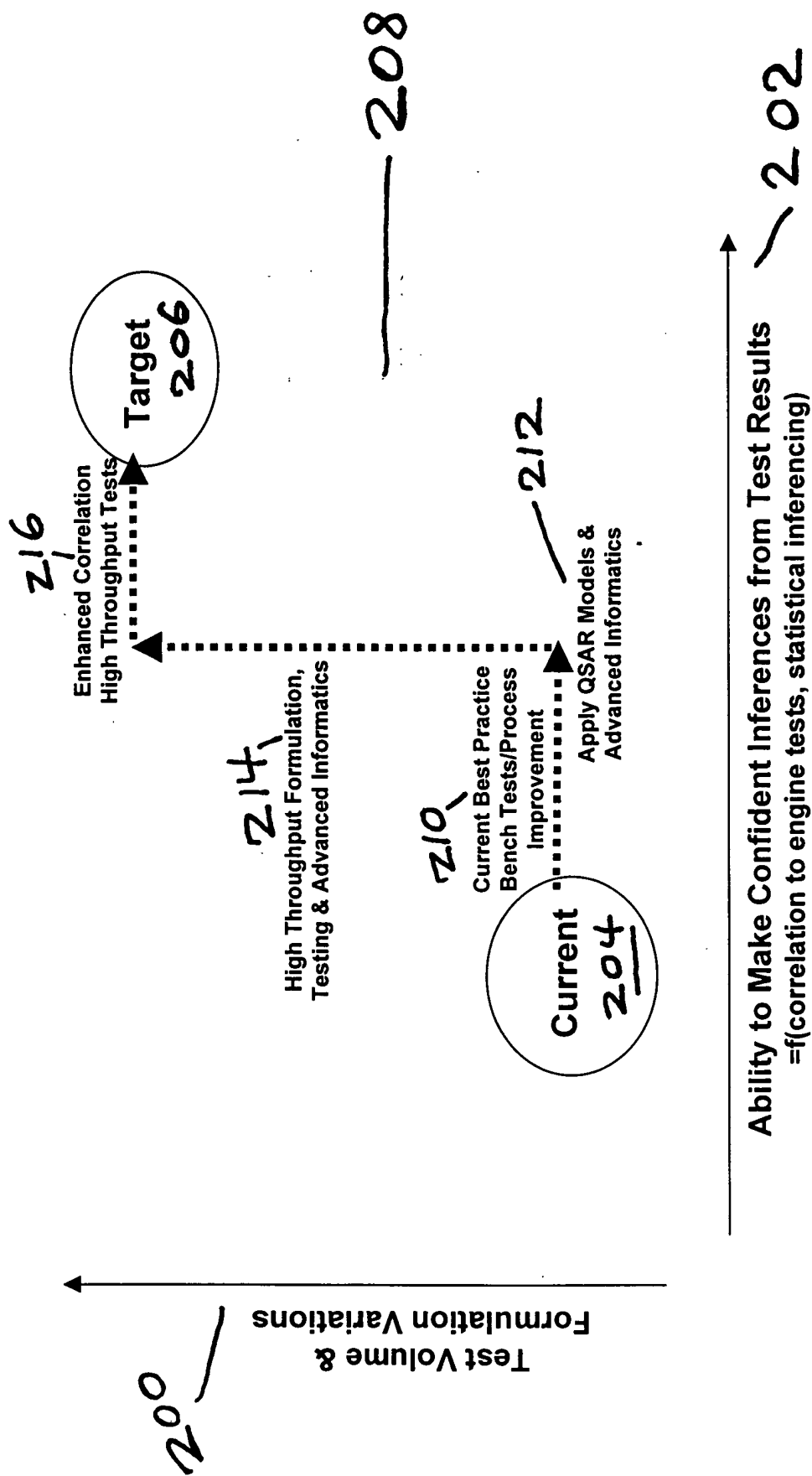


Figure 2. Implementation of Transformed Product Development Process



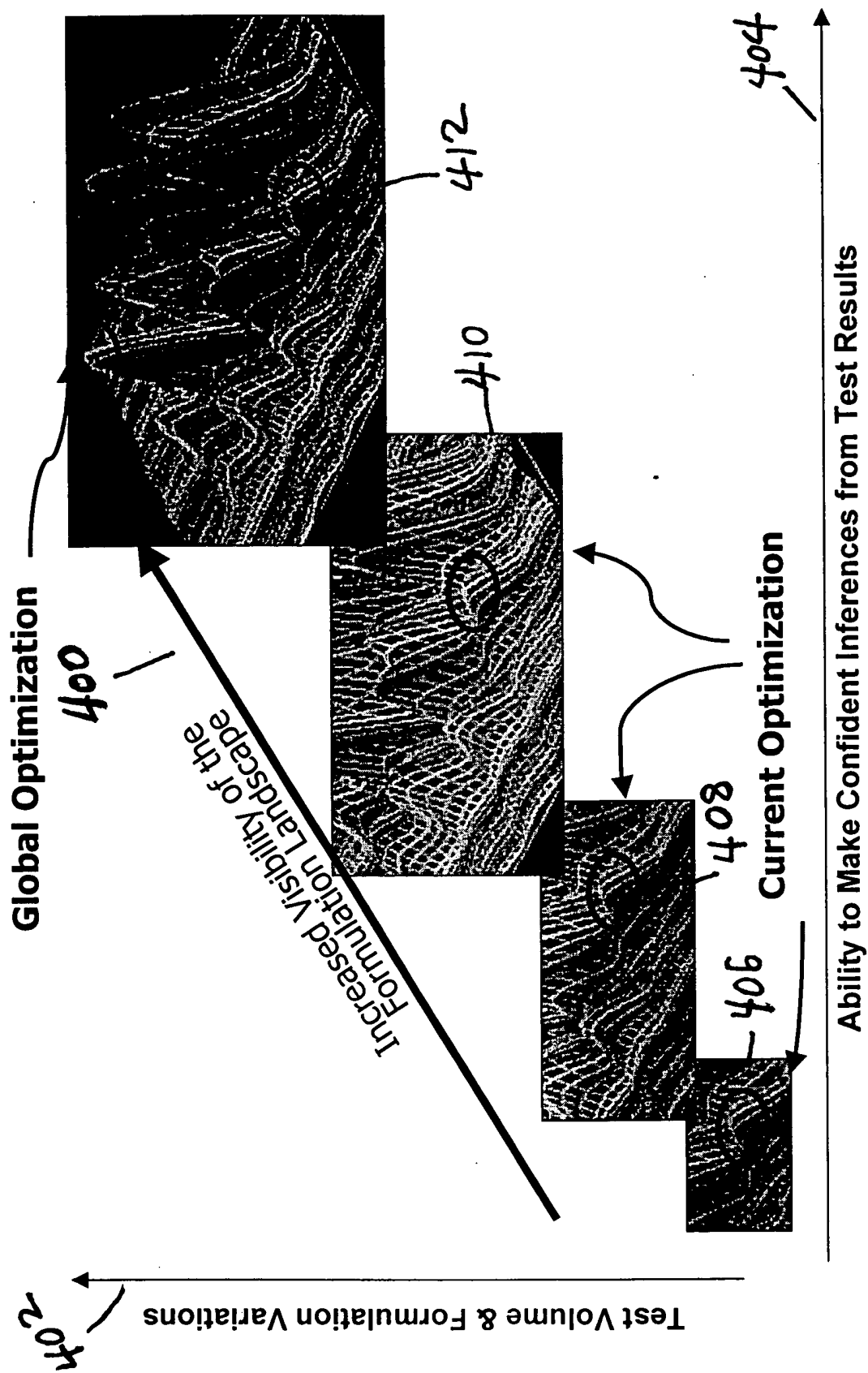


Figure 4. Understanding the Formulation Landscape in order to Improve it.

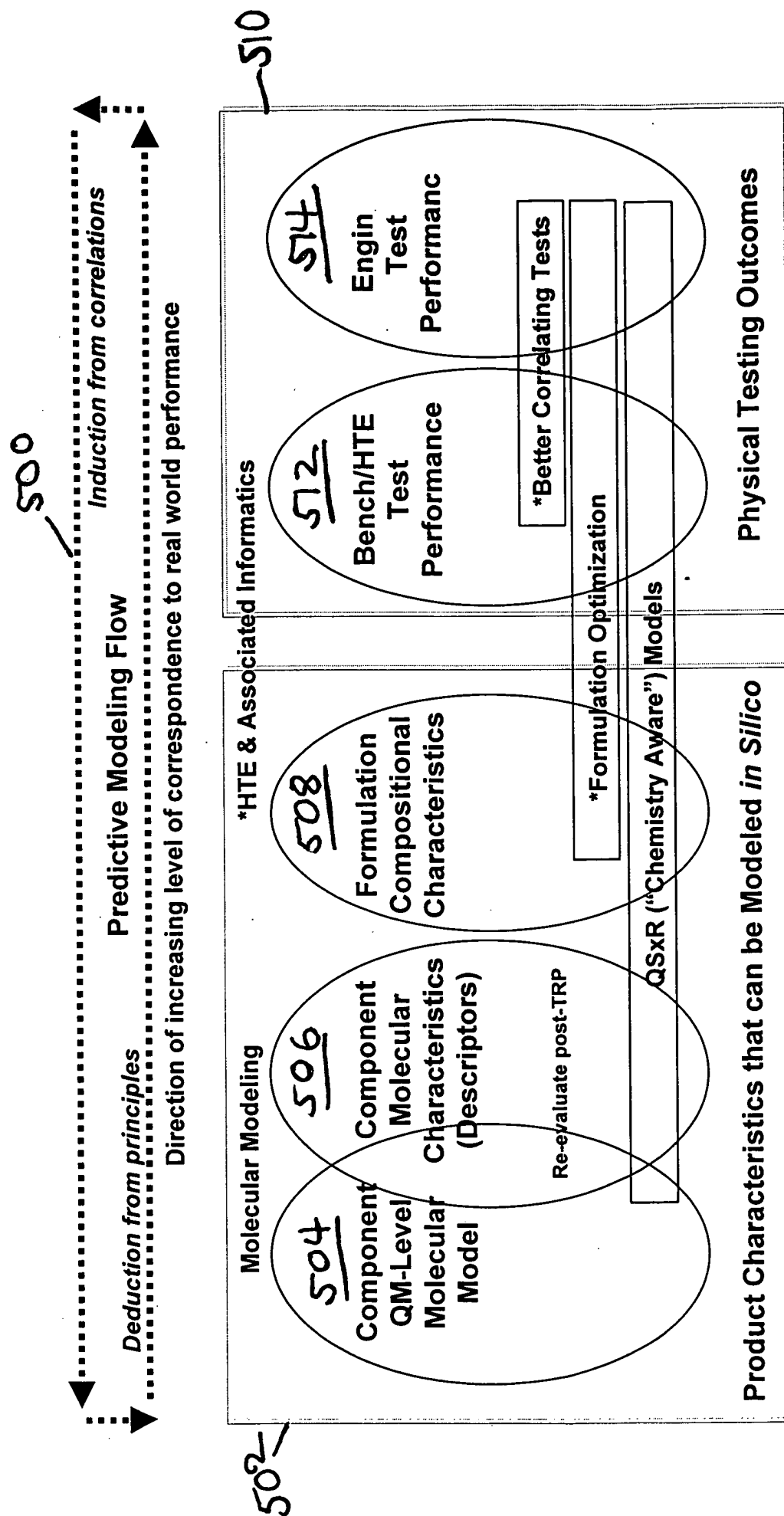


Figure 5. Demand Chain Mapping